JAN n 3 2006

FAX PLEASE C	DIRECTV		
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UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-6719
Pages:	Cover + 1 + 13 = 15	Date:	January 3, 2006
From:	Georgann S. Grunebach Assistant General Counsel		(310) 964-0941 (310) 964-4615

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Georgann S. Grunebach, Reg. No. 33,179

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January 3, 2006 (Date of Signature)

Telephone No. (310) 964-4615

Attention: Commissioner for Patents

Attorney Docket No. PD-980142

Please find attached Re:

Serial No.: 09/492,725

Filing Date: January 27, 2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED OCTOBER 4, 2005 (13 pages) ۶

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PTC/SB/21 (09-04)
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Uniter the Paperwork Reduction Act of 1835, no or	Application Number	09/492.726		ss it die	playe a valid OMB control number.			
TRANSMITTAL	Filing Date		January 27, 2000					
FORM	First Named Inventor	<u> </u>	Robert G. Arsonauti					
101111	Art Unit	3622						
	Examiner Name	JANVIER.	JANVIER, Jean D.					
(to be used for all correspondence after initial fiting)	Attorney Dacket Number	 	PD-980142					
Total Number of Pages in This Submission 14		/L-120 44						
ENCLOSURES (Check all that apply)								
]]]	Drawing(a) Licensing-related Papers Petition Petition to Convert to a Provisional Application Power of Attorney, Revocate Change of Correspondence Terminal Disclaimer Request for Refund CD, Number of CD(s) Landscape Table on Cemarks additional fee for claims is require	Address	Ap of Ap	opeal (Appeal	covence Communication to TC Communication to Board als and Interferences Communication to TC Notice. Brief. Reply Brief) ary Information etter nclosure(s) (please Identify			
Firm Name 2	E OF APPLICANT, ATTO	DRNEY, C	OR AGEN	<u> </u>				
The DifecTV Group, Inc.			· · · · · · · · · · · · · · · · · · ·					
Signature Augusti								
Printed name Georgann'S. Grunebach								
Date January 3, 2006		Reg. No.	. No. 33,179					
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I hereby certify that this correspondence is being sufficient postage as first class mail in an envelop the date shown below. Signature	facsimile transmitted to the USP e addressed to: Commissioner fo	TO or depos or Patents, F	ilted with the P.O. Box 14	e Unite 50, Ak	ed States Postal Service with exandria, VA 22313-1450 on			
Typed or printed name Georgani S. Grunoba	ab Box No 22 470		n:	ate L	anuary 3, 2008			
Typed or printed name Georgani S. Grunebe	on, reg. No. 33,179							

This collection of information is required by 37 CFR 1.6. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 36 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Papent and Tradements Office, U.S. Pepartment of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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U.S. Serial No. 09/492,725

PATENT

Attorney Docket No.: PD-980142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

) I hereby certify that this paper (and/or **Applicants** : ARSENAULT et al. fee) is being facsimile transmitted to (571) 273-8300, addressed to: U.S. Serial No. : 09/492,725 Filed : January 27, 2000 Mail Stop Amendment) Commissioner for Patents Title : "A System and Method for P.O. Box 1450 Transmitting, Receiving and Alexandria, VA 22313-1450 Displaying Advertisements" on this date: Dated: January 3, 2006 : 3622 Art Unit S. Grunebach : Jean D. Janvier Examiner Registration No. 33,179

RESPONSE TO THE OFFICE ACTION DATED OCTOBER 4, 2005

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Dear Sir:

Please enter the following amendments and consider the following remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.